

PLAN CANADA TOUR BY HWD. GROUP

Confed'n Feature Via Atlantic Films

Atlantic Films' feature about Confederation, being shot in every Canadian province with the partial sponsorship of the Government of Newfoundland, is well along, Albert Jekste, the company's managing director, reports. The seven-man crew, mov-

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Param't Earnings In Marked Rise

Paramount Pictures Corporation estimates the earnings from operations of the corporation and its consolidated domestic and Canadian subsidiaries for the second quarter ended July 2, 1955 at \$2,307,000 after provision for United States and Canadian in-

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Ten Features Ready For Columbia's Cameras

Columbia, with ten features up for production in the next four months, is determined to maintain its unbroken continuity of boxoffice features. Something of the company's optimistic intentions was gathered by Canadian exhibition executives from Louis Rosenfeld and Harvey Harnick, general manager and general sales manager of its Canadian subsidiary, and from Abe Montague and Rube Jackter, world sales manager and assistant world sales manager, at the recent Toronto dinner for the latter two.

The production program, under Jerry Wald, who just began his

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'Stranger' Breaks Record

Canadian premiere of UA's Not as a Stranger at Loew's, London, Ontario broke the weekly house record.

MPAA-OTTAWA REPS MEET RE CO-OPERATION PROJECT

The Motion Picture Association of America, through the Canadian Co-operation Project, is trying to set up a two-week air tour of Canada for about 15 Hollywood representatives, it was stated by Taylor Mills, the MPAA's CCP

Canada-To-USA Tourism Up; USA-To-Canada Down

As the Interdepartmental Committee of the Canadian Government met in Ottawa recently with Taylor Mills, representative of the Motion Picture Association of America, to discuss the Canadian Co-operation Project, the Dominion Bureau of Statistics issued the information that Canadians abroad spent a record \$80,000,000 more than visitors spent in this country last year. Purpose of the CCP is to boost USA tourism here via the screens of that country.

Canadians spent \$382,000,000 abroad in 1954, while visitors spent \$302,000,000 here. This is the fourth successive year we have had a deficit.

Canada's USA tourism deficit was \$33,000,000, Canadians having spent that much more across the line than Americans spent here. This in spite of the fact that there are ten times as many Americans as Canadians.

representative, at the recent Ottawa meeting of the Canadian government's Interdepartmental Committee. The tour, if efforts to arrange it are successful, would start at the West Coast, proceed to the East Coast and end in Ottawa.

Producers, directors, script writers and others on the tour would acquire a great deal of knowledge about Canada and the benefits of this would last for years in stimulating the CCP's efforts to boost tourism and Canada-USA relations. The meet-

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MGM Keeps 'Em Coming—Cass

Returning from reviewing the newest MGM product at the Culver City studio and sharing discussions with top executives and other regional chiefs, Hillis Cass, Canadian general manager, sat down with press representatives last week at lunch in Town and

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Treasury To Porter

Dana Porter, QC, Ontario attorney-general, has succeeded Premier Leslie Frost, QC, as Provincial treasurer. It is assumed that he will thus become the senior officer of the Theatres Branch and the Board of Censors.

FOTO-NITE WINS IN SASKATOON

Charges of operating a lottery, preferred by the Crown in Saskatoon against Vince Pasternick and Ray Resky, managers of the Victory and Broadway theatres, who had operated Foto-Nite, were dismissed in city court last week. The judgment of Magistrate B. M. Wakeland, away ill, was delivered by Magistrate J. M. Goldenberg. A number of similar prosecutions, undertaken in different cities during the past decade, met the same result.

In Foto-Nite a selected person has the right to sell his or her photo through a contract, with both parties not being forced to enter into it. Wakeland held that the money transferred in exchange for the photo, as called for in the contract, did not constitute property. Death of the selected person before sale of the photo would leave nothing. The contract factor and the definition of property were the chief reasons for finding that Foto-Nite was not a lottery within the meaning of the act.

However, Magistrate Wakeland commented that the defence's contention about the charge being unwarranted was wrong. The defence had held that the charge was not specific enough and that the element of chance or luck was absent. Wakeland held differently.

BARRON CAPTAINS BALABAN DRIVE

For the first time in his long tenure as president of Paramount Barney Balaban has consented to the use of his name in a sales push and the annual Canadian sales drive will honor his 20 years of Paramount leadership. The period designated is August 28 to December 24.

Winston Barron, director of public relations and advertising in Canada, has been named to captain the Canadian effort by Gordon Lightstone, general manager. Barron is well known to most exhibitors as the voice of the Canadian Paramount News, which he also edits. He feels confident that Balaban's leadership will make this drive the high mark in the company's history.

BARNEY BALABAN, PAUL RAIBOURN FOR FP MEETING

The directors of Famous Players Canadian Corporation will meet at the head office in Toronto on August 23 and among those expected are Barney Balaban, president of Paramount, the parent company, and Paul Raibourn, a vice-president. A

number of important decisions of a purely Canadian nature face the directors and it is expected that these may be reached at the meeting. Famous Players is all that remains of Paramount's theatre holdings in the USA and Canada.



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CONFED'N FILM

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ing about the country in two station wagons and hauling its own equipment, is in Quebec right now. Jekste is acting as executive producer, while the director is Otto Kurth, a German well known in Britain, whom the film is providing with his first assignment on this side.

The feature, which will run to about 85 minutes, is being photographed by Ralfs Balodis in 35 mm. Ansco color, with the footage being processed at Ansco's plant in Binghampton. Cecil Dawes is handling sound. Shooting will be finished in September and the film ready for distribution in December. A theatrical release is being negotiated now. Interiors will be shot and editing done in Atlantic's own studios in St. John's, Newfoundland.

Jekste says that co-operation has been excellent, the CBC and the National Film Board having been helpful in a number of places, while extra equipment has been made available by others when needed. Local citizens have been used as actors but "Canada is the star and the provinces the co-stars."

From Latvia, where he entered the industry in 1925, Jekste came to Canada from Europe in 1951, founding Atlantic Films and Electronics Limited. The company produced 12 shorts last year for Canadian and Danish interests, most of which were shown in Canada. His goal is the production of Canadian features and he feels that his Confederation story will be a good start.

UA Manager's Prize To Canadian District

Winner of the District Manager's Prize in the recent United Artists Week competition was the Canadian District, which was under the leadership of Charles S. Chaplin, Canadian general manager. In the drive week 759 theatres throughout Canada played 1,412 UA features.

In announcing the winning of the award Chaplin stated that the wonderful co-operation of the exhibitors was the big factor and extended his sincere thanks to them.

Plan Hwd. Canada Tour

(Continued from Page 1)

ing, under the chairmanship of Archibald A. Day of the Department of External Affairs, was told that Blake Owensmith, Hollywood representative of the CCP, had resigned and that the post was now held by Alfred Corwin, a man of great efficiency who has a wide knowledge of the motion picture industry. Owensmith, Mills said, had done a fine job.

Mills, pointing out that a number of Canadian producers now desired to make features, stated that financial success lay in the ability to find a place in the American market. One of his functions is to help them do that.

A number of features in the past year contained references to Canada. In *The Purple Plain* Gregory Peck plays an RCAF pilot and in another, *The Searchers*, the Alberta government had provided a Buffalo herd. A Warner Bros. feature about Kitimat and Fox' *The Sixth of June*, which has Canadian ingredients, has the CCP interested.

Eighteen Canadian short subjects, among them several from the National Film Board, were released in the USA in 1954 and the number would be about the same this year. Here's *Hockey*, *Bush Doctor*, *Blinkity-Blank* and a subject on gold were among the shorts for 1955. Last year there were 200 Canadian newsreel items and 79 had been shown up to July 19 this year, Mills reported. Newsreel editors are now Canada-conscious and

most helpful because of the CCP.

Introduced by Day, Mills said that his affection and respect for Canada were even greater, now that he had just concluded a two-week tour of Western Canada.

Day noted that the Canadian Co-operation Project had outlived its original purpose, which had been related to Canada's dollar exchange problems in 1948. It was now playing an even more significant role in an important sector of Canadian-American relations, the motion picture industry.

Other members of the Inter-departmental Committee who participated in the meeting, which took place in the Main Conference Room of the East Block of the Parliament Buildings, were Glen Bannerman, Canadian Government Exhibition Commission; S. R. N. Hodgins, Department of Agriculture; L. H. Ausman, Department of Trade and Commerce; J. W. Cosman, National Film Board; Inspector Bayfield, Royal Canadian Mounted Police; L. Connerly, Canadian Government Travel Bureau; W. S. Jobbins, National Film Board; D. B. Hicks, Department of External Affairs, who acted as secretary; and W. F. Harrison, MacLaren's Advertising Agency.

Douglas In 'Lust For Life'

Kirk Douglas will star as Vincent van Gogh in MGM's *Lust for Life*.

PALANCE FOR OTTAWA-MADE FILM?

Negotiations have been completed with Jack Palance, Hollywood star, to play the lead in the first motion picture to be produced by a Canadian company now in the process of incorporation, North American Film Productions, Inc. of Ottawa, Fred C. Leavens, an exhibitor of that city, told Canadian Film Weekly. Leavens, who will be the vice-president, wrote that "within five years we plan on making Ottawa a second Hollywood, California, only better."

The company, which has been in the process of organization for the past year, will have its studio and offices in Ottawa. Canadian artists and technicians will be used and a Canadian story filmed when, "in the opinion of our directors, the right one comes along." More news will be forthcoming shortly.

Ottawa papers recently announced that Nicholas Kairez, a former European film maker, had formed a company with Leavens.

CRAN QUILTS FPCC'S TELEMETER

President of Famous Players' two Telemeter subsidiary companies since January, 1954, W. C. Thornton Cran has resigned to direct two companies in which he has an important interest, Decca Radar Company and Decca Navigator Company. The companies, in which he held a directorship, are owned by Decca Records of London, England, which no longer has any connection with Decca Records of the USA.

It is expected that Cran will not be replaced at the present time, since Telemeter in Canada will remain inactive until something happens with it in the USA, but his former responsibilities will be shared by Eugene Fitzgibbons and Jean Pouliot, the company's TV executives.

Cran, who has wide experience in the electronics field, organized Canada's first pay-see TV service, Rediffusion Inc. of Montreal, some years ago for Broadcast Relay Service (Overseas) Limited of England, his native country. He first came to Canada in 1940 and returned here in 1947.



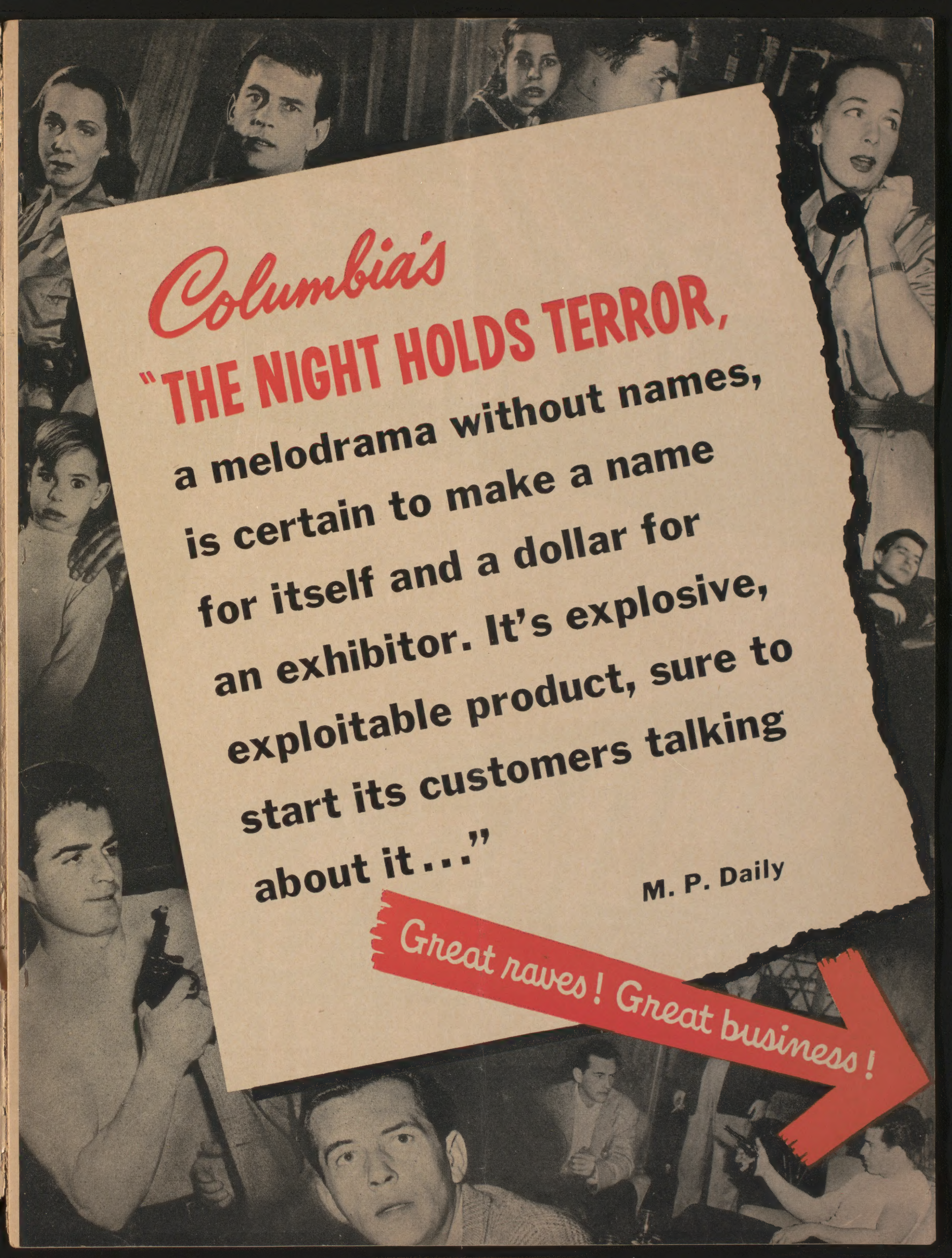
NOW IS a good time to face the problem of overseating in our business. It has been said that there is no solution to over-seating. Too many theatres in a given situation result in a lack of profit for most of them. Actually, the cure for over-seating is the elimination of seats.

For many years our business had a sort of rule-of-thumb about seating and over-seating. An average town was not considered over-seated unless rated theatre capacity was beyond one seat for every ten persons. Thus a city of 100,000 population could generally support about 10,000 seats and one of 30,000 about 3,000 seats. There were, of course, exceptions to this rule based on varying conditions, but generally it held pretty well true. Today, in TV-saturated areas, it is questionable if this rule is applicable any longer.

Unquestionably, we shall eventually establish a new rule-of-thumb. It may be one seat for every 15 people or one even for 20. Economic factors and other circumstances will determine this, and in larger areas the process of elimination through business mortality will level things out. The number of theatre closings in larger cities will attest to this. Such closings are not cause for alarm in our business. It is hard on the individuals involved, but on the overall picture not a tragedy. Most of the theatres which have closed, or will close, are either obsolete or have always been borderline. It is logical to expect that when so many theatres have been built in so few years, some must have been erected in economically-unfeasible locations and were therefore doomed from the outset. (This is presently happening in the drive-in theatres.)

If one accepts the theory that motion pictures have been replaced by TV as a time-waster, one should not thereby conclude that people do not or will no longer go to the movies. Actually, it means that some may not go so often and that when they do go they are more selective in the choosing of their shows and that generally they want to see films when they are new and "hot." Most of the theatres which have closed and will close have contributed very little in dollar quantum for film rentals. Therefore our business as a whole suffers very little from the standpoint of the availability of large sums of film rentals for the continued production of top screen attractions. It is important, however, that when the press, as it

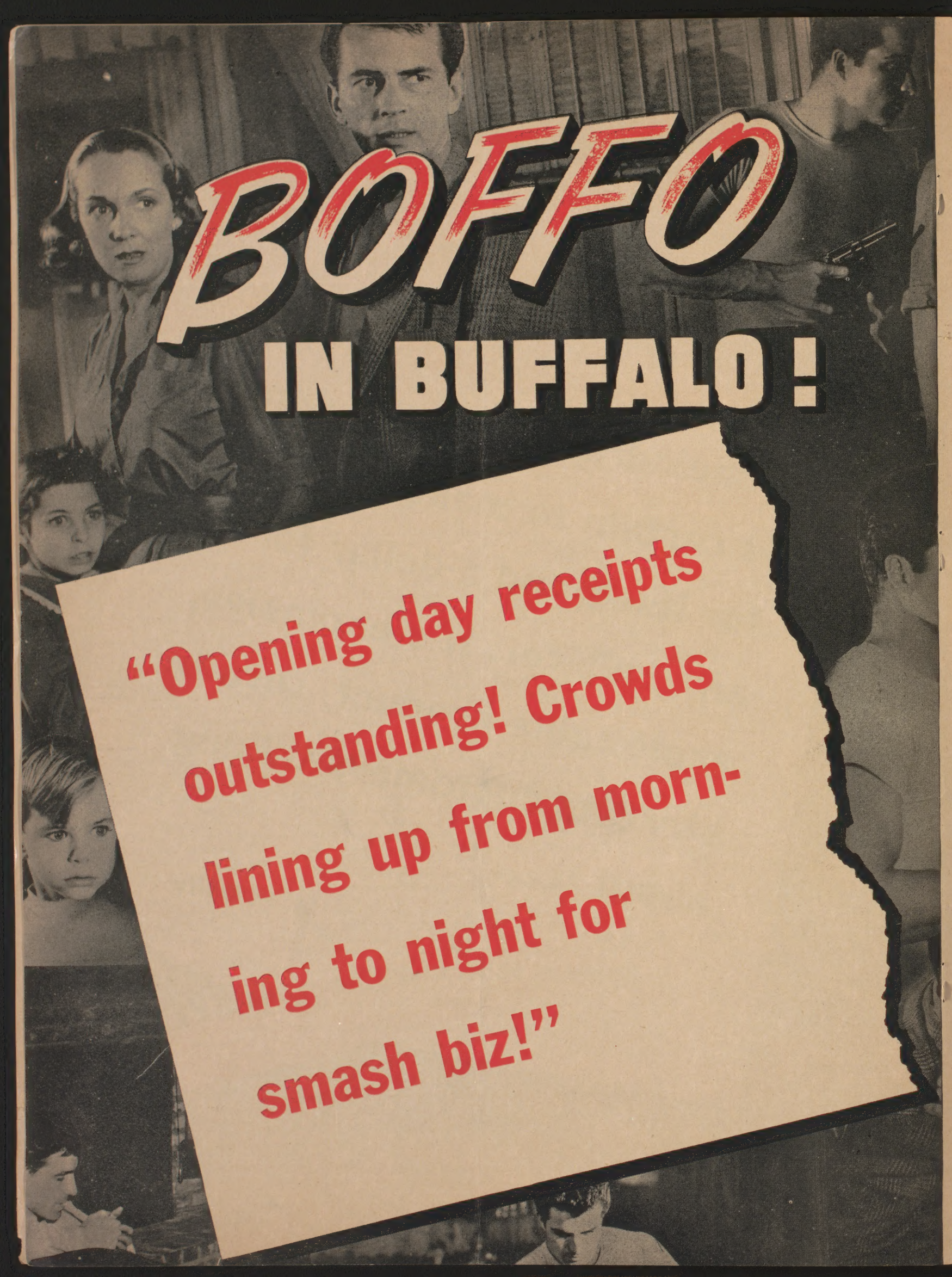
(Continued on Page 8)



Columbia's
"THE NIGHT HOLDS TERROR,"
a melodrama without names,
is certain to make a name
for itself and a dollar for
an exhibitor. It's explosive,
exploitable product, sure to
start its customers talking
about it..."

M. P. Daily

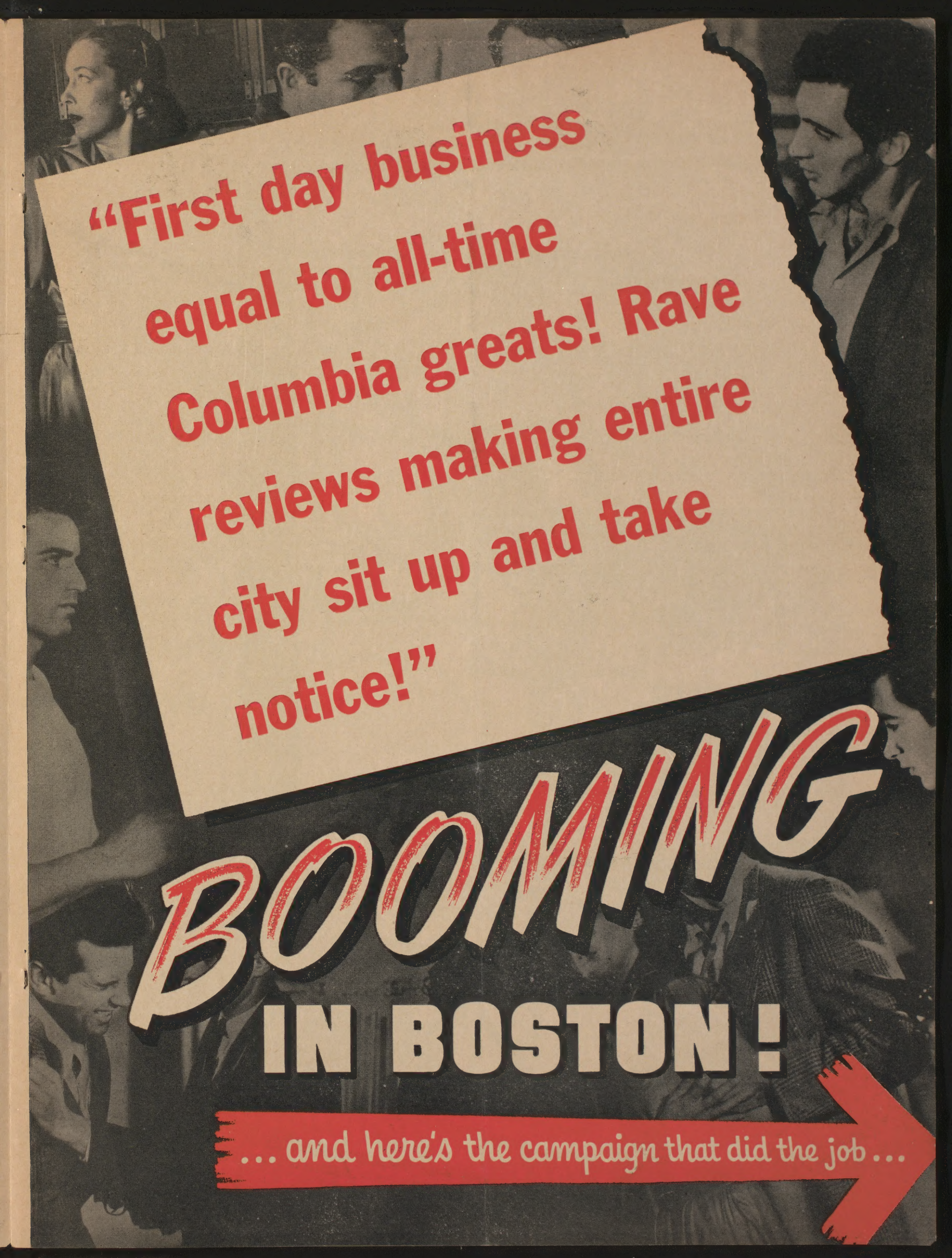
Great news! Great business!

A black and white movie poster background. At the top center, a man with a serious expression looks forward. To his left, a woman with blonde hair looks off to the side. To his right, another man is seen in profile, holding a handgun. Below the title, there are several smaller, partially visible faces of other characters, including a young girl on the left and a man at the bottom.

BOFFO

IN BUFFALO !

**“Opening day receipts
outstanding! Crowds
lining up from morn-
ing to night for
smash biz!”**



**"First day business
equal to all-time
Columbia greats! Rave
reviews making entire
city sit up and take
notice!"**

**BOOMING
IN BOSTON!**

... and here's the campaign that did the job ...

THESE ARE THE ADS THAT WILL HAVE ...AND

"THE ONE THEY CALLED

...he just stood there,
staring at my wife..."

Three young, empty-eyed
killers, without mercy or
morals, move in on your
home... filling your
quiet house with slow,
screaming nightmare!

You will live it... just the
way it happens... the way
it could happen to you!

"DAME-CRAZY!"



THE NIGHT HOLDS TERROR

with JACK KELLY • HILDY PARKS • VINCE EDWARDS • JOHN CASSAVETES • DAVID CROSS

Written, Produced and Directed by ANDREW STONE • A COLUMBIA PICTURE

THE GUEST
WITH A LOADED
GUN...



Uninvited terror
in your living room!
YOU will live it,
the way it could
happen to you!

THE NIGHT HOLDS TERROR



with
JACK KELLY • HILDY PARKS
VINCE EDWARDS • JOHN CASSAVETES
DAVID CROSS
Written, Produced and Directed by
ANDREW STONE
A COLUMBIA PICTURE



THESE PUNKS MEAN BUSINESS!

Try to talk... and the words stick in
your throat! There are killers loose in
your house... vicious and savage!
You're a hostage. One wrong move,
one scream for help and they'll shoot!
What do you do? What can you do?

THE NIGHT HOLDS TERROR

with
JACK KELLY • HILDY PARKS • VINCE EDWARDS • JOHN CASSAVETES • DAVID CROSS
Written, Produced and Directed by ANDREW STONE

Before this picture is over...
**YOU WILL WANT TO KILL
THIS MAN!**



COLUMBIA PICTURES
presents

THE NIGHT HOLDS TERROR

with JACK KELLY • HILDY PARKS • VINCE EDWARDS • JOHN CASSAVETES • DAVID CROSS • Written, Produced and Directed by ANDREW STONE

YOU will want to
avenge yourself on
the killers who have
invaded your home!
YOU will live all the
suspense, shock and
realism of this drama!

THE WHOLE COUNTRY TALKING ABOUT
SEEING *Columbia's*

THE NIGHT HOLDS TERROR

THE GUEST WITH A LOADED GUN...



Uninvited terror in your living room!

Terror in the shape of three savage killers. They take over your house, threaten your life, brutalize your wife. "Give us a drink, baby!" "Let's dance, baby!" You can see what's coming... and you've got to stop it—no matter what!

YOU will live it, just as it happens... the way it could happen to you!



THE NIGHT HOLDS TERROR

with JACK KELLY • HILDY PARKS • VINCE EDWARDS
JOHN CASSAVETES • DAVID CROSS

Written, Produced and Directed by ANDREW STONE • A COLUMBIA PICTURE

WITH SNUB-NOSED GUNS AND HARD SMILES...
THEY MOVED IN!



Three young empty-eyed killers... filling your home with terror. Terror in the eyes of your loved ones. Terror in every tick of the clock. Terror in the night that might never end!



THE NIGHT HOLDS TERROR

YOU will live this drama... with its suspense and shock... knowing that tonight or tomorrow... it could happen to you!



PLUS- TV SPOTS! RADIO SPOTS! ACTION TRAILER!
AND TOP-DRAWER EXPLOITATION!

COLUMBIA

(Continued from Page 1)

second three-year contract as vice-president and executive producer, covers the following features, of which details are given in this story.

Currently shooting at Jackson Hole, Wyoming, is Jubal Troop, CinemaScope-Technicolor picturization of Paul I. Wellman's best-selling novel, with a cast headed by Glenn Ford, Ernest Borgnine, Rod Steiger, Valerie French and Felicia Farr.

Shooting in New York is The Eddy Duchin Story, also in CinemaScope-Technicolor, a Wald personal production, with Tyrone Power, Kim Novak, James Whitmore, Rex Thompson, Jerry Antes and Nat Brandwynne. George Sidney directs.

Meanwhile producer - writer Philip Yordan and director Mark Robson are preparing the Humphrey Bogart starrer, The Harder They Fall, for September 12 shooting, and have launched a world-wide search for a giant to play the freak heavyweight who is built into a championship contender in the picturization of the Budd Schulberg best-seller.

Flight, from an original by jet pilot Joseph Landon, and Reprisal, from a novel by Arthur Gordon, have been prepared by producers Arthur Gardner and Jules Levy. Reprisal will be made in collaboration with Guy Madison's independent unit and with Madison starred. Phil Karlson will direct both pictures.

Producer-director Dick Powell will shortly start song-and-dance rehearsals with June Allyson and Jack Lemmon for the musical version of the comedy hit, It Happened One Night. Location camera work is to start October 1 in the Bahamas, in CinemaScope-Technicolor.

Producer Fred Kohlmar is preparing the Judy Holliday starrer, The Solid Gold Cadillac, film version of the Howard Teichman-George S. Kaufman Broadway hit. William Fadiman has Sons and Lovers, novel by D. H. Lawrence, on his forthcoming schedule. Writer Margaret Fitts is completing a polish job on the script of Harriette Simpson Arnow's best-selling novel, The Dollmaker, for producer William H. Wright.

Wald will also personally produce the Clifford Odets script of Joseph and His Brethren, which will be a top-budget film.

'Designing Woman'

Designing Woman has been scheduled by MGM as Grace Kelly's next starring vehicle, following The Swan. The new romantic comedy is an original written by George Wells. Miss Kelly will play a fashion designer who meets a brash sports writer during a Florida vacation and marries him on impulse.



Head Table at the Quebec Picture Pioneers Dinner

Here is the head table at the recent annual meeting of the Canadian Picture Pioneers, Quebec branch, which was held in the Mount Royal Hotel, Montreal.

The top panel, left to right, shows Arthur Larente, secretary; Bill Mannard, treasurer; and George Champagne, second vice-president. In the middle panel are L. Ernest Ouimet, honorary president; Leo Choquette, who introduced the mayor; His Worship Jean Drapeau, mayor of Montreal, who was the guest of honor; and Fred E. Peters, president. The bottom panel shows Vic Obeck, guest speaker; Bill Lester, who introduced Obeck, Montreal Alouettes chief; Gerry Chernoff, president of the Montreal Film Board of Trade; Romeo Vendette, first vice-president; Tom Cleary, past president; and Phil Maurice.

'The Girl He Left Behind'

Tab Hunter will star in WB's The Girl He Left Behind.

'Ten Thousand Bedrooms'

MGM has acquired Laslo Vaday's Ten Thousand Bedrooms.

WB UP BY \$1 MILLION IN 9 MONTHS

Warner Bros. Pictures, Inc. and subsidiary companies report for the nine months ending May 28, 1955 a net profit of \$3,312,000 after a provision of \$3,500,000 for federal income taxes and after a provision of \$400,000 for contingent liabilities.

Included in the profit for the nine months ending May 28, 1955 is a profit of \$15,000 from the sale of capital assets, before provision for federal income taxes thereon, which compares with a profit from the sale of capital assets of \$772,000 for the nine months ending May 29, 1954.

The net profit for the nine months ending May 28, 1955 is equivalent to \$1.33 per share on the 2,474,275 shares of common stock outstanding or reserved for exchange at May 28, 1955. The net profit for the corresponding period last year was equivalent to \$1.02 per share on the 2,474,337 shares of common stock then outstanding or reserved for exchange.

Film rentals, sales, etc., for the nine months ending May 28, 1955, amounted to \$53,080,000 as compared with \$49,506,000 for the corresponding period last year.

PARA EARNINGS

(Continued from Page 1)

come taxes. These earnings on operations represent \$1.05 per share on the 2,188,916 shares outstanding and in the hands of the public at July 2, 1955.

The comparative consolidated operating earnings for the quarter ended July 3, 1954 were estimated at \$1,726,000 or 78 cents per share on the 2,217,036 shares then outstanding. In the second quarter of 1954 an additional amount of \$832,000, or 38 cents per share was earned by a non-recurring net profit on the sale and adjustment of investments in subsidiary and affiliated companies; no corresponding non-recurring net profit was realized in 1955.

The consolidated earnings for the six months ended July 2, 1955 after taxes, are estimated at \$5,165,000 and represent \$2.36 per share on the stock outstanding at that date. The comparative earnings for the first six months of 1954 were estimated at \$3,962,000 or \$1.79 per share, including the non-recurring net profit mentioned above.

One of Paramount's subsidiaries is Famous Players Canadian Corporation, of which it controls 51 per cent.

One Standard House, Two Drive-ins Open

One auditorium theatre and two drive-ins opened in Ontario last week.

Starting operations were V. K. Flaherty's new 308-seat Strand in Beaverton, replacing the old house with the same name; J. A. Thompson's 350-car Napanee Drive-in in Napanee; and Pack Theatres Limited's 400-car Port Colborne Drive-in in Port Colborne.

James Willcocks and associates have purchased a site in Campbell River, BC, on which they plan to build a \$400,000 development, which will include a theatre, stores and an amusement centre.

OUR BUSINESS

(Continued from Page 2)

did recently, seizures on and publishes figures of theatre closings, more than the bare facts should be revealed. One constantly sees closed and abandoned gasoline stations. No predictions follow about the economic future of the oil business.

It would seem reasonable to conclude that as far as the larger cities and towns are concerned, after the shake-down and shake-out period which is now taking place has been concluded, the situation will generally be more healthy for those who survived therein. However, in every small town there is an entirely different problem, and this will be discussed next week.

Short Throws

ASTRAL FILMS is reissuing Samuel Goldwyn's classic, *Wuthering Heights*, which stars Laurence Olivier and Merle Oberon, and has dated the film into the Odeon, Winnipeg; Odeon, Edmonton; Studio, Vancouver; and Kent, Montreal.

APPOINTMENTS made recently by Ira Dilworth, director for Ontario for the CBC, included W. Hugh Clark, assistant supervisor of commercial sales, being named supervisor; Donald J. Macdonald will step up from assistant to manager of national TV news and his position will be filled by Kenneth P. Brown, formerly a TV news editor; and Gunnar Rugheimer, previously with national TV news, will transfer to the commercial division as senior sales representative.

CHARLES WRENSHALL has been named manager of Master Film Studios Limited of Calgary by A. Bruce McLean, president.

FORMATION of Canadian News Film Co-operative to exchange news films among Canadian TV stations has taken place in Toronto. President is Walter Blackburn, head of CFPL-TV in London, Ontario, and members of the organization so far are the CBC, CFQC-TV in Saskatoon, CKCW-TV in Moncton and Blackburn's London station. Plans are to distribute ten minutes of international and domestic newsreel, with member stations contributing to the local content.

ADDITIONS to the Adult Entertainment List of the Ontario Board of Censors include MGM's *The Cobweb*, Alliance's *Crashout*, Fox' *Dark Corner* (reissue), IFD's *Fingerman*, Astral's *Gang Busters*, Fox' *House of Bamboo*, UA's *Not as a Stranger*, IFD's *Outlaw Girl* and IFD's *Sensualita* (Italian version).

ABANDONMENT of the Motion Picture Exposition and Hall of Fame project was announced in Hollywood by Edmund L. dePatie, president of the committee. Donations will be returned.

PROJECTOR designed to improve the quality of color television film programs by providing a continuous, uniformly-illuminated image, has been announced by Canadian Kodak Company, Limited. It's called the Eastman 16mm Continuous Projector, Model 300, and has an automatic compensation for film shrinkage. The arms will accommodate 3,000-foot reels.



FRANK HALL, writer of *The Wetback* for Pacific Coast Pictures, stopped off here to chat with Jack Chisholm, then went on to Newfoundland to do research for a feature on whaling. I hear the Crangs of Toronto, who have a big stake in whaling, will do some of the bankrolling . . . Various foreign governments keep directing enquiries to different Canadian bodies about a company called Orbit Films of Toronto, which has asked professional courtesies and official co-operation. They're not in the phone book but its lawyer has been traced and he won't say anything . . . Tony Wright, a good helpful lad, quit the NFB info div . . . That nice girl, Portia of *The Merchant of Venice*, also has color prejudice. After the colored Duke of Morocco fails in his suit for her, she says: "A gentle riddance: draw the curtains, go: Let all of his complexion choose me so" . . . Where Science fails: odorless gasoline. With traffic what it is, strolling down the street in summer is getting to be a horrible experience . . . Blue ruin for the movies because of TV? Not while Ol' Jess Huppenpuff, Industry Saver No. 1 and Stainless Steel's only rival as Public Hero No. 1, can rush to the rescue, hindered only slightly by an overstuffed shirt . . . Overheard: "He gets in sharp at nine but he's stupid by ten" . . . Lou Chesler, who built the Odeon Danforth, has a piece of the deal that bought RKO, I'm assured.



THIS BALLPLAYER, the current fable goes, was strictly a good field, no hit fellow. Then from nowhere he started having big days at the plate. Figured it might be the new shipment of bats so he went to see the manufacturer.

"It's our bats, all right," he was told. "You see, we've put a secret ingredient in them that would make a power hitter out of a peewee. We call it 'Belfry'."

"So that's why I'm hitting," said the ballplayer. "I've got Belfry in my bats."

ANOTHER NOTE: Canadian Picture Pioneers' golf tournament, St. Andrew's Golf Club, Thursday, September 15, tickets \$5, general chairman Dan Krendel . . . Herman Taylor has succeeded Gerald Mooney as manager of the Uptown . . . Fellow was trying to say that a friend had been found dead in bed. "Imagine," he said. "He woke up dead!" . . . Pat Jackson, now directing *The Feminine Touch* at Ealing, was in Canada recently and is anxious to make features here . . . Movies aren't the only form of expression prejudged through censorship in Canada instead of being subject to the course of the law, as other things are. A friend tells me that the Customs branch has a list of hundreds of pocket books banned for their literary content. It would be interesting to learn how such things are judged and by what persons . . . Molson's opened its new and marvelous Fleet Street plant with an inspection party which ended in its beautiful Anchor Room. I learned that 30 per cent of Toronto drinkers prefer lager to ale. East of Toronto is ale country but to the west it's lager. Lager preference grows in each community until it ends at the Windsor border, where it has reached 95 per cent . . . "If a play is a flop, it just closes and you forget about it," writes Stanley Kramer in *Theatre Arts*. "But a movie dies slowly and it goes on dying for months and months on end" . . . Did it ever occur to you that the scrumptious bumper, Gypsy Rose Lee, is an impressionist? She does takeoffs, doesn't she?

NO MERE SCRAPER is the blind fiddler whom you must have passed on the street at one time or another. He's usually on Yonge, near the corner of College, in front of Eaton's. A young-looking man.

Like many another, whenever I hear his sweet, familiar music I am happy to stand yokel-like and listen.

He had studied in Europe under fine teachers. He won a great international competition and his future seemed nothing to worry about. Came blindness. He took his art to the streets. There you'll find him yet.

So if the lovely music of a violin reaches through the din of the city and plays hippity-hop on your heartstrings, stop a while and listen. That's him. And don't forget the bit of silver.

News Clips

The Robe has grossed \$44,000,000 to date, says Twentieth Century-Fox and it will give the same playoff pattern to *The Tall Men*, which Clark Gable claims is his finest picture since *Gone With the Wind* . . . "The most stupid thing I have come across," is what Oscar Morgan, Paramount shorts' chief, called double bills to Frank Morris, critic of the Winnipeg Free Press. "The trouble is, we haven't enough showmen. Exhibitors are screaming about bad business and they've cut down on everything but the double bill. The double bill cuts down receipts."

The Toronto Daily Star, in an editorial called *Why Not Our Own Movies*, says: "It is a pity that the vision and spirit of adventure responsible for Stratford is not employed in another Canadian venture, the establishment of a national movie industry." It suggests that Tom Patterson, founder of the Stratford festival, "might be persuaded to broaden his field" . . . Mori Krushin, UA exploitation chief, told The Vancouver Sun that "Bingo can't be blamed. Neither can television. It's the public. Their senses are becoming dulled to films."

The Burmese government requires theatres to play native films 60 days per year . . . A 15-year-old boy took a hand grenade into the Grand Theatre, Calgary but it proved to be a dud on examination. It was a war souvenir of his father . . . Thomson Newspapers have acquired the Oakville-Trafalgar Journal, bringing its chain to 21 dailies and seven weeklies . . . The projectionists' union in Vancouver claims that the two big chains, in seeking one-man booths, would put 70 operators out of work . . . Paramount is said to be assuming control of Dumont Television, USA network.

The Ottawa Journal, in an editorial called *Hollywood Hails the Murderer*, gets its ire up because nothing happened to Jim Cagney in *Love Me Or Leave Me* after he tried to commit murder. It asked for censorship and warned producers . . . Henry James Highlands, projectionist of the Strand, Dryden, Ontario, passed away at 60 recently . . . Eighteen-year-old Dolores Vipond of the Capitol, Winnipeg, was chosen the bathing queen at the recent picnic of the Manitoba Motion Picture Exhibitors Association . . . Manitoba and Saskatchewan sales agency for Peerless Films is Theatre Posters.

For More Than 35 Years, Exhibitors Have Gotten The Fall

PARAMOUNT

HONORED THIS YEAR AS THE BIG PICTURE TO
FREDERICK BRISSON Presents

THE GIRL

Rosalind Russell's first film as
a song-and-dance girl, following
her brilliant success on the Broadway
stage in the musical, "Wonderful Town"...



Tell TV Viewers:
Marion Lorne of the
"Mr. Peepers" show, makes
her screen debut...

Starring
ROSALIND RUSSELL
Eddie Albert
with
MARION LORNE • JAMES GLEASON • Produced by
(Courtesy of MR. PEEPERS TV CO.)
Screenplay by Robert Pirosh and Jerome Davis
Dances and Musical Numbers Staged by Robert Alton

Movie Season Off To A Great Boxoffice Start By Celebrating

T W E E K

— late August, early September

HIGHLIGHT THIS FAMOUS EVENT:

L RUSH

It'll be a wonderful thrill for showmen
to present the "Wonderful Town"
girl, having a wonderful time
in that fabulous town—Las Vegas!

Color by **TECHNICOLOR**

FERNANDO LAMAS
Gloria De Haven

Frederick Brisson • Directed by Robert Pirosh

Based on a Story by Phoebe and Henry Ephron
Songs by Hugh Martin and Ralph Blane

• A Paramount Picture

Singing-est Star-Cast
of the year!

All four principals sing
out these rousing hit tunes:

IF YOU'LL ONLY TAKE
A CHANCE
AN OCCASIONAL MAN
AT LAST WE'RE ALONE
CHAMPAGNE
BIRMIN' HAM
OUT OF DOORS
HOMESICK HILLBILLY
THE GIRL RUSH

CASS RE MGM

(Continued from Page 1)

Country, Toronto. Among those who questioned him about his experiences and impressions were Ken Johnson and Clyde Gilmour, respectively amusement editor and movie critic of The Telegram; Alex Barris, The Globe and Mail; Gerald Pratley, the CBC; and Frank Moritsugu, Canadian Homes and Gardens. Also on hand were Garfield Cass, manager of MGM's Toronto branch, and Chet Friedman, Canadian publicity director.

Cass spoke of the following pictures, some due shortly in the theatres:

Guys and Dolls, produced by Samuel Goldwyn from the hit Broadway play and being released by MGM; It's Always Fair Weather, in CinemaScope and Eastman Color, starring Gene Kelly, Dan Dailey, Dolores Gray and Michael Kidd; Trial, starring Glenn Ford, Dorothy McGuire and Arthur Kennedy; Kismet, in color and CinemaScope, starring Howard Keel, Ann Blyth, Vic Damone, Monty Woolley, Sebastian Cabot and Jay C. Flippen; Quentin Durward, with Robert Taylor and Kay Kendall; and Bar Sinister, with Jeff Richards, Jarma Lewis, Edmund Gwenn, Dean Jagger, and Wildfire, the dog. All the above films were screened.

Excerpts from films now shooting were shown to the delegates and these were spoken of enthusiastically by Cass. They included I'll Cry Tomorrow, starring Susan Hayward, Richard Conte, Eddie Albert, Jo Van Fleet, Don Taylor and Ray Danton; The Last Hunt, in color and CinemaScope, with Robert Taylor, Stewart Granger, Lloyd Nolan, Russ Tamblyn and Anne Bancroft; The Tender Trap, in color and CinemaScope, with Frank Sinatra, Debbie Reynolds, David Wayne, Celeste Holm, Lola Albright and Carolyn Jones; Diane, in color and CinemaScope, starring Lana Turner, Pedro Armendariz, Roger Moore, Sir Cedric Hardwicke, Marisa Pavan and Taina Elg; and Forever Darling, with Lucille Ball, Desi Arnaz, James Mason, Louis Calhern, John Emery and Natalie Schafer heading the cast.

Also mentioned by Cass were The Cobweb, in CinemaScope and color, starring Richard Widmark, Lauren Bacall, Charles Boyer, Gloria Grahame and Lillian Gish, which is doing top business in first runs; The Scarlet Coat, in CinemaScope and color, with Cornel Wilde, Michael Wilding and Anne Francis; Svengali, in color, with Hildegard Neff, Donald Wolfelt and Terrence Morgan; and The King's Thief, in color and CinemaScope, starring Ann Blyth, Edmund Purdom and David Niven.

FOX HAS KORDA'S FIRST C'SCOPE

Twentieth Century-Fox' feature releases for 1955 are expected to total 31 with the announcement that Sir Alexander Korda's *The Deep Blue Sea*—the first British CinemaScope production—will be released beginning in mid-October. The romantic drama, starring American Academy Award winner Vivian Leigh and British Academy Award winner Kenneth More, will debut less than two months after its world premiere in London in August.

Acquisition of the Korda film directed by Anatole Litvak brings to two the number of CinemaScope productions filmed abroad by USA producers scheduled for exhibition in that country. Recently the company announced that *Oasis*, the initial European motion picture in CinemaScope, would be seen by American audiences this October. A French and German co-production, the attraction stars Michele Morgan, Pierre Basseur, Cornell Borchers, and Carl Raddatz.

CHARLES MARTIN JOINS AUDIO

For many years one of Britain's leading newsreel and documentary cameramen and lately senior film editor for CBC-TV News in Toronto, Charles R. Martin has joined Audio Pictures Limited as a producer-director.

Martin started in the film business in England in 1919 and in the course of his career as a cameraman covered such major stories as the Coronations of King George VI and of Queen Elizabeth, the German blitzkrieg in France and the retreat from Dunkirk, the bombing of London and the war in the Middle East. He was director-cameraman for Pathe from 1929 to 1941, and film production manager for the Ministry of Information in Cairo from 1941 to 1946. From then until 1952 he specialized in commercial films in the Middle East.

Before coming to Canada he was with the BBC as lighting cameraman and director-cameraman on TV plays, documentaries and newsreels, Martin has also had extensive experience in such film work as writing, editing, commenting, direction and production. At Audio he will specialize in commercial film work.

WB's 'The Greater Courage'

Alan Ladd will star in Warner's *The Greater Courage*.

MGM's 'The Opposite Sex'

Doris Day and Howard Keel star in MGM's *The Opposite Sex*.

A. D. Simpson Heads New RKO Board

A. Dee Simpson was elected president of the Board of Directors of RKO Pictures Corporation at a recent organizational meeting in New York.

Also named were J. Miller Walker as vice-president, general counsel and secretary; William H. Clark, treasurer; Garrett Van Wagner, comptroller; Joseph J. Laub, assistant secretary; and Charles G. Drayton, assistant secretary-treasurer.

'Mr. Birdwell Goes To Battle'

AA has signed Dorothy McGuire to star opposite Gary Cooper in *Mr. Birdwell Goes to Battle*.

Kramer Signs Grant For 'Pride & Passion'

Producer-director Stanley Kramer has signed Cary Grant as one of the three top stars for *The Pride and the Passion*, his next multi-million-dollar production for United Artists release. It will be in VistaVision and Technicolor.

Based on C. S. Forester's novel *The Gun, The Pride and the Passion* is a spectacular drama of the struggle by the Spanish people to throw off the yoke of Napoleonic conquest.

AA's 'Gun Point' Completed

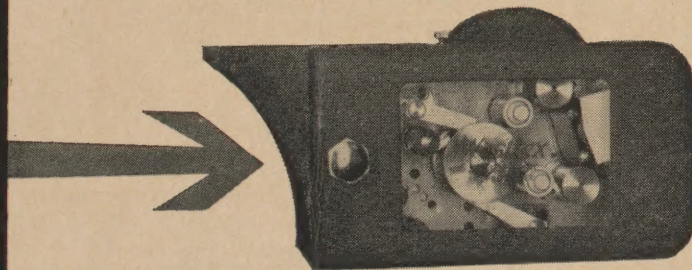
Allied Artists' *Gun Point*, starring Fred MacMurray, Dorothy Malone and Walter Brennan has finished shooting.

Robert Wagner Cast In Para's 'Mountain'

Robert Wagner has been signed to star with Spencer Tracy in Paramount's *The Mountain*, which Edward Dmytryk will produce and direct. Filming will take place on location at Chamonix in the French Alps. Wagner is being loaned to Paramount by 20th Century-Fox, to whom he is under contract.

The Mountain, from the prize-winning French novel by Henri Troyat, is being adapted for the screen by Randal MacDougall.

WESTREX



"PENTHOUSE" REPRODUCER

Call it a 'penthouse', 'sandwich' or 'button-on' reproducer, the Westrex is the simplest and cheapest way to get stereophonic sound reproduction from a complete print. It can be used with any modern projector or soundhead. It is small and does not interfere with operation of projection equipment. Replaceable magnetic pick-up tracks—a Westrex exclusive feature. Westrex is film-pulled and requires no special lubrication or maintenance. Write or ask for complete details:



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THEATRE MANAGER WANTED

For first-run, modern theatre in small, Western Ontario city. Salary and bonus commensurate with experience.

Write, giving full details to BOX 30.

CANADIAN FILM WEEKLY
175 Bloor St. E., Toronto.

THE NIGHT OF THE HUNTER

with Robert Mitchum, Shelley Winters,
Lillian Gish.

United Artists 93 Mins.
UNUSUAL, PSYCHOLOGICAL DRAMA
BASED ON GRUBB'S BEST-SELLER.
SHOULD FIND ITS MARK IN SPECIAL
SITUATIONS.

Filled with symbolisms, this initial Paul Gregory production appears best destined for special situations rather than general release. Its appeal lies in its unusual, arty temperament.

Based on Davis Grubb's best-seller, the screen treatment, which seems badly edited, was written by the late James Agee. Charles Laughton's direction, though creditable, seems overly dramatic in places.

Mitchum, an itinerant preacher whose sordid past includes several murders, is arrested for stealing an automobile and shares his cell with Peter Graves, a condemned killer also accused of stealing \$10,000.

Seeing the money as means of building a tabernacle, Mitchum tries to wring its whereabouts from Graves, to no avail. The only persons who know its hiding place are Graves' son and daughter, Billy Chapin and Sally Jane Bruce.

After Graves' execution, Mitchum visits his widow, Shelley Winters, and convinces her she needs a husband. Miss Winters, in ignorance of the money, refuses to believe her son's tales that Mitchum is seeking it. She believes Mitchum is only interested in her soul. One night Mitchum kills her and throws her body in the nearby river.

With his mother gone, Chapin decides to run away taking Pearl with him. Their paths cross Mitchum's several times until a spinster, Lillian Gish, offers them refuge in her home with several other strays. Through one of them, a teen-age girl, Mitchum learns the children are at Miss Gish's and follows them there, still hoping to get the money. When he threatens her, Miss Gish wounds him and calls the state troopers, who by this time want him, for murder.

CAST: Robert Mitchum, Shelley Winters, Lillian Gish, Evelyn Varden, Peter Graves, Billy Chapin, Sally Jane Bruce.

CREDITS: Producer, Paul Gregory; Director, Charles Laughton; Screenplay, James Agee; Based on a novel by Davis Grubb; Photography, Stanley Cortez.

DIRECTION: Forceful.

PHOTOGRAPHY: Deft.

AA's 'Calculated Risk'

Beverly Garland will star in Allied Artists' Calculated Risk.

MAMBO

with Silvano Mangano, Michael Rennie,
Vittorio Gassman, Shelley Winters.

Paramount 94 Mins.
UNUSUAL ITALIAN PRODUCTION
FEATURING KATHERINE DUNHAM AND
HER TROUPE IN A NUMBER OF EXOTIC
ROUTINES. GOOD "OFF-BEAT" PRO-
GRAMMER.

Made in Italy under the direction of Robert Rossen, this Ponti De Laurentiis production will probably find its best audience in those who likes their entertainment "off-beat."

The script is lengthy and has been poorly edited. Some scissoring in the right places might tighten and improve the story, and add immeasurably to its general appeal.

Miss Mangano, a beautiful Venetian girl who hopes to improve her lot as a factory worker by becoming a dancer, meets the manager of Katherine Dunham's troupe, Shelley Winters, and a rich and social Count, Michael Rennie, the same day. Urged to accept the invitation of the Count to a large ball that evening by her boy friend, Vittorio Gassman, Miss Mangano goes, only to be disillusioned by Rennie's intentions. Miss Winters asks her to join the dancers after she's quarreled with Gassman. After many months of gruelling work, she becomes the troupe's featured entertainer, and returns to Venice, a star.

Still indignant over Rennie's insults, she refuses to accept his apology and takes up again with Gassman. This worries Miss Winters and she orders the troupe on the road. Miss Mangano refuses to go and quits the company. Miss Winters is killed, accidentally, by a car right after their scene, leaving Miss Mangano with a feeling of guilt.

Gassman refuses to marry her, and when Rennie proposes she accepts, knowing that as a hemophile he has only a short time to live. She learns to love him, however, and rejoins the dancers, rather than Gassman, when he dies.

CAST: Silvano Mangano, Michael Rennie, Vittorio Gassman, Shelley Winters, Katherine Dunham, Mary Clare.

CREDITS: A Ponti De Laurentiis production; Producers, Dino de Laurentiis, Carlo Ponti; Director, Robert Rossen; Photography, Harold Rossen.

DIRECTION: Good.

PHOTOGRAPHY: Fair.

'All Through The Night'

Alan Ladd's Jaguar Productions' has purchased Wade Miller's All Through the Night, which will be released by Warner Bros.

THE SHRIKE

with Jose Ferrer, June Allyson.

Empire-Universal 88 Mins.
MAGNIFICENT DIRECTION AND PERFORMANCE BY FERRER HIGHLIGHT SCREEN ADAPTATION OF PULITZER-PRIZE PLAY.

Focusing on the same unpleasant subject as was described in The Snake Pit, a great deal of the picture is located in a mental observation ward in Bellevue Hospital. The Shrike is an exposition of the mental field on a different level but one that is equally startling and electrifying as the previous film.

Ketti Frings' screenplay is masterfully done, varying little from the play. The character of the wife, played by June Allyson, is not as acid, but the implications are still there, and Miss Allyson is an excellent foil for Ferrer in a role very different from her usual sweet, demure characterizations. Ferrer's magnificent performance should be remembered when Academy Award time rolls around next year.

The picture opens with Ferrer's entry into a city-operated hospital after a suicide attempt. Although his estranged wife, Miss Allyson, seems anxious to reconcile, examinations by hospital psychiatrists reveal Ferrer has no desire to pick up their marriage again.

The periods of examination and consultation seem to stretch on endlessly to Ferrer, and he grows more tense under the pressure of constant observation by hospital attendants. A visit from his brother convinces him that he must change his attitude towards Miss Allyson, and agree to go home with her, in order to obtain his freedom. Reluctantly, he does this.

Meanwhile, the chief psychiatrist, Kendall Clark, has deduced that Miss Allyson has the type of personality that can love and hate at the same time, describing her as a shrike, a small bird that impales her victim, and advises psychiatric treatment. Heeding Clark's advice, she decides to let Ferrer go his own way when finally released. He, however, touched by her genuine regret, proposes that they make a new start together, leading to the feeling that all will end well.

CAST: Jose Ferrer, June Allyson, Jay Page, Kendall Clark, Isabel Bonner, Jay Barney, Somer Albert, Ed Platt, Dick Benedict.

CREDITS: Producer, Aaron Rosenberg; Director, Jose Ferrer; Screenplay, Ketti Frings; Based on the play by Joseph Kramm; Photography, William Daniels.

DIRECTION: Masterful.

PHOTOGRAPHY: Fine.

HOW TO BE VERY, VERY POPULAR

with Betty Grable, Sheree North,
Bob Cummings, Charles Coburn,
Tommy Noonan

(CinemaScope-De Luxe Color)

20th-Fox 89 Mins.
MOST AMUSING JOHNSON PRODUCTION WHICH SHOULD GO BIG WITH YOUNG FANS.

The highly publicized Sheree North scores solidly in her first big role, that of an "Interpretive dancer" in How To Be Very, Very Popular. Her buddy, Betty Grable does likewise. Others in the amusing Nunnally Johnson screenplay are Bob Cummings, Tommy Noonan, Orson Bean, Fred Clark, with special kudos to Charles Coburn and Andrew Tombes.

The light, diverting musical has been smartly produced and directed by Johnson, whose script was based on several previous pieces; a play by Howard Lindsay, a novel by Edward Hope and a play by Lyford Moore and Harlan Thompson. The CinemaScope-DeLuxe color photography is credited to Milton Krasner. The title song, climbing steadily on the hit parade, was written by Jule Styne and Sammy Cahn. The film moves steadily, and has many amusing lines and situations to recommend it to any audience interested in frothy fare.

Witnesses to a murder, the Misses Grable and North take refuge in a nearby college town where they find themselves in a boys' fraternity house the day before graduation. The accidental hypnosis of Miss North by student hypnotist, Noonan, adds to the complications. Cummings, Noonan and Bean hide the girls successfully from the police, as well as the killer, until actual graduation time, when things start popping like fireworks. After the killer is captured Miss Grable shows her preference for Cummings, while Miss North pairs off with Bean.

CAST: Betty Grable, Sheree North, Bob Cummings, Charles Coburn, Tommy Noonan, Orson Bean, Fred Clark, Charlotte Austin; Alice Pearce, Rhys Williams.

CREDITS: Producer, Director, screenplay, Nunnally Johnson; Based on a play by Howard Lindsay; From a novel by Edward Hope and a play by Lyford Moore and Harlan Thompson; Photography, Milton Krasner.

DIRECTION: Excellent.

PHOTOGRAPHY: Very Good.

'Three Stripes In The Sun'

Three Stripes in the Sun is the final title for the Aldo Ray-Phil Carey-Dick York starrer at Columbia known in work as The Gentle Sergeant.

THE MOST FROM THE COAST!



The talk out West is about the M-G-M Studio! ZOOMING! Never such activity! This is No. 1 of a series of ads about BIG M-G-M attractions to come. Watch this space for more and more of the GREATEST!



FORECAST!

"IT'S ALWAYS FAIR WEATHER"

(In CINEMASCOPE and COLOR)

The grapevine from Hollywood is buzzing about this gigantic, gorgeous musical sun-burst. Star-bright talents glorify this great ENTERTAINMENT!

★

M-G-M presents in CinemaScope • "IT'S ALWAYS FAIR WEATHER" starring Gene Kelly • Dan Dailey • Cyd Charisse Dolores Gray • Michael Kidd • Story and Screen Play by Betty Comden and Adolph Green • Music by André Previn • Lyrics by Betty Comden and Adolph Green • Photographed in Eastman Color • Directed by Gene Kelly and Stanley Donen • Produced by Arthur Freed



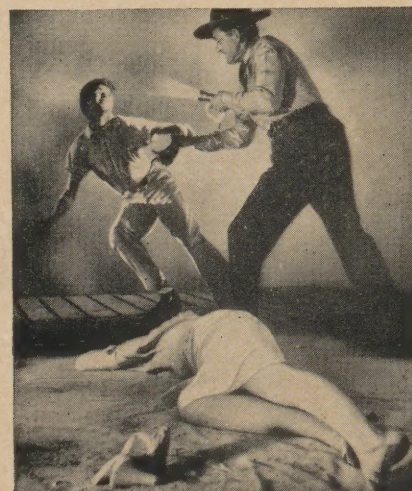
"IVANHOE" DOUGH! "QUENTIN DURWARD"

(In CINEMASCOPE and COLOR)

The producers of "Ivanhoe" have brought to life an equally great romantic novel by the master story-teller, Sir Walter Scott. Filmed in the real locations abroad.

★

M-G-M presents in CinemaScope • Sir Walter Scott's "QUENTIN DURWARD" starring Robert Taylor • Kay Kendall • Robert Morley • Photographed in Eastman Color • Screen Play by Robert Ardrey • Adaptation by George Froeschel • Directed by Richard Thorpe • Produced by Pandro S. Berman



VERDICT— SMASH! "TRIAL"

Prize-winning story of the teen-ager on trial for the "Petting Party Murder." A young law professor defends him in a story that packs unusual power.

★

M-G-M presents "TRIAL" starring Glenn Ford • Dorothy McGuire • Arthur Kennedy • John Hodiak • Katy Jurado with Rafael Campos • Juano Hernandez • Written by Don M. Mankiewicz from his Harper's Prize Novel • Directed by Mark Robson • Produced by Charles Schnee